RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

February 3, 1998

RJR Account #026300
Mr. M. Auer
AUER & COMPANY

MARCH: WINSTON B2G1F / PROMOTION #800115

Dear Mike:

WINSTON B1G1F product (6M), and Live product, has been ordered (see quantities listed below), as well as **90** skus of B2G1F Sleeve Display Kits (Item #538994) to pack and ship this promotion to your participating retail accounts. (Note that this product is **not** 'pre-sleeved' product.)

WINSTON BRAND STYLE	#/ Cases B1G1F (6M)	B1G1F UPC Code	#/ Cases LIVE	LIVE UPC Code
FF Box	3	12300-11226	1 (12M)	12300-11212
Light Box	6	12300-11926	3 (6M)	12300-11906
Ult Lt Box	3	12300-70326	2 (6M)	12300-70306

Product / Premium Arrival: **February 23, 1998**

Ship Date to Retail: **Week of: March 9, 1998**

DISPLAY DETAIL (#538994)

SKU CUBE : **1.6700**

SKU WT (w/o Product): **4.5000 lbs**

Retail Sales Offer per Sku: **20 Offers**

Billing per Sku: 4 Full Price Cartons

EFT $ Amount: $3,878.10

PARTNERS 'BONUS' REPORTING DESCRIPTION **'WIN MAR B2G1F'**

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PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. OPEN WINSTON B2G1F SHIPPING CASE. REMOVE RED CARDBOARD INSERT AND PLACE ONE B1G1F OFFER INTO EACH WINSTON STYLE-SPECIFIC SLEEVE. ADD ONE 'LIVE' WINSTON PACK OF SAME STYLE TO EACH OFFER. PLACE RED CARDBOARD INSERT BACK INTO CASE AND SHIP TO RETAILER.

BRAND STYLES: WINSTON FF BOX / WINSTON LT BOX / WINSTON ULT LT BOX

DISPLAY BRAND LOAD:
* 4 CARTONS:
  2 WINSTON LT BOX
  1 WINSTON FF BOX
  1 WINSTON ULT LT BOX
  EACH DISPLAY WILL CONTAIN TWENTY (20) B2G1F OFFERS.

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$168.00 (6 (12M) case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: S. Schwalm
Enclosures:
- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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WHOLESALER : 026300 AUER & COMPANY, INC. <DIRECT>
TEMPLATE : 800115 80300 WIN MAR B2G1F
TEMPLATE SEQ : 0038
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162201	162239	172568	PARKSIDE GROCERY	ROUTE 3	OSWEGATCHIE	NY	13670	1				(315)848-2876
162202	162238	020451	STAR QUIK STOP	807 MAIN ST	PHOENIX	NY	13135	2				(315)695-5838
162202	162238	172443	EDDIE'S BIG M #823	3385 MAIN ST	MEXICO	NY	13114	1				(315)963-7053
162202	162232	794177	EXPRESS MART #525	1387 E GENESEE ST	SKANEATELES	NY	13152	1				(315)685-5614
162202		269018	WATERLOO NEWS	18 E MAIN ST	WATERLOO	NY	13165	1				(315)539-8311
162202	162238	785023	CHUCK DIX GARAGE	342 MAIN ST	PHOENIX	NY	13135	1				(315)695-7011
162202	162238	075887	HANNIBAL QUICK MART	971 CAYUGA STREET	HANNIBAL	NY	13074	2				(315)564-6066
162202	162238	172457	ELLSWORTH'S SUP DUP	60 STATE ST	PHOENIX	NY	13135	1				(315)695-4425
162202	162238	172777	FREDS NEWS	29 E UTICA ST	OSWEGO	NY	13126	1			941278	(315)343-9775
162202	162232	293068	PIT STOP #8	50 OWASCO ST	AUBURN	NY	13021	1		1441-0000		(315)255-1008
162202	162238	331113	FAMILY AUCTION CNTR	COUNTY ROUTE 57	FULTON	NY	13069	2				(315)695-2059
162202		503785	MIKE'S FOODMART	2554 MAIN STREET	CATO	NY	13033	1				(315)626-2335
162202	162232	570591	ED & JEANS MARKET	95 ROCHESTER ST	PORT BYRON	NY	13140	3				(315)776-5511
162202	162238	598682	OSTRANDERS VILL MAR	RT 11 & RT 104	MAPLE VIEW	NY	13107	2				(315)963-8253
162202	162238	615905	SUPER VALUE CTR	RTE. 48	FULTON	NY	13069	1				(315)597-2583
162202		696064	GRACE DISCOUNT	371 S 5TH ST	FULTON	NY	13069	2				(315)598-7925
162202	162238	696065	CICERO GAS & GROCER	6190 S BAY RD	CICERO	NY	13039	1				(315)699-1970
162202	162238	712143	KTM MINI MART	2203 CT RT 1	OSWEGO	NY	13126	1				(315)343-0950
162202	162237	762878	C F M #33-063-F	106 E MOLLOY RD	MATTYDALE	NY	13211	2		0990-0000		(315)454-0117
162202	162232	762965	D & L TRUCK STOP	76 OWASCO ST	AUBURN	NY	13021	1				(315)253-4811
162202	162232	171321	PIT STOP #1	RTS 31 & 34	WEEDSPORT	NY	13166	2		1441-0000		(315)834-9393
162202	162232	269069	TOPPINGS RED & WHIT	6811 MAIN STREET	RED CREEK	NY	13143	1	NYS			(315)754-6421
162205	162230	172778	TERRY ROAD MARKET	224 TERRY RD	SYRACUSE	NY	13219	1				(315)488-7700
162205		171727	CAMERON'S NEWS	1 LINCOLN CTR	SYRACUSE	NY	13202	1				(315)478-6752
162205	162230	348735	PARK MEAT & GROCERY	900 PARK AVE	SYRACUSE	NY	13204	1				(315)422-4673
162205		577616	WOLF CONVENIENT STO	339 WOLF ST	SYRACUSE	NY	13208	1				(315)422-5890
162205		661036	JIMMYS SUPER SAVER	1300 S STATE ST	SYRACUSE	NY	13202	1				(315)472-9532
162205		727866	ORANGE MKT	748 WESTCOTT ST	SYRACUSE	NY	13210	1				(315)423-0168
162205		762561	CANNON TRAVEL CENTE	512 STATE FAIR BL	SYRACUSE	NY	13204	1				(315)422-6818
162205		779449	SAFEWAY MKT 2	1101 S GEDDES ST	SYRACUSE	NY	13204	1				(315)472-0460
162205		784337	NEIGHBOR'S CHOICE	627 BALLANTYNE RD	SYRACUSE	NY	13207	1				(315)469-4105
162205		790593	MS. CAROLS FOOD	2030 S SALINA ST	SYRACUSE	NY	13205	1				(315)478-6490
162205	162237	172876	STUDENT CHOICE FOOD	137 MARSHALL ST	SYRACUSE	NY	13210	1				(315)475-7201
162205	162237	173058	SOUTHWOOD SUPERETTE	5190 E SENECA TNP	JAMESVILLE	NY	13078	2				(315)492-1684
162205	162230	272587	SOLVAY BIG "M"	2902 MILTON AVE	SOLVAY	NY	13209	2				(315)468-5741
162205	162237	308693	MIKE'S MARKET	423 E DIVISION ST	SYRACUSE	NY	13208	3				(315)422-3052
162205	162230	379295	VALLEY FOODS	614 VALLEY DR	SYRACUSE	NY	13207	1				(315)469-7475
162205	162230	508300	HI-BUY MARKET	501 AVERY AVE	SYRACUSE	NY	13204	1				(315)487-7581
162205	162230	561366	ABBOTT'S BIG "M"	4916 GROLIER RD	SYRACUSE	NY	13215	1				(315)469-6661
162205	162237	590609	SEA-J'S APLUS #4063	1701 ERIE BLVD E	SYRACUSE	NY	13210	1		0362-0102		(315)476-5223
162205	162237	632266	BEST MARKET	526 E. WILLOW STR	SYRACUSE	NY	13203	1				(315)479-9672
162205	162237	632844	C F M #33-069-F	701 S CROUSE AVE	SYRACUSE	NY	13210	1		0990-0000		(315)475-0900

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TEMPLATE : 800115 80300 WIN MAR B2G1F
TEMPLATE SEQ : 0038
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162205	162230	639477	COURTHOUSE NEWS&DEL	400 MONTGOMERY	SYRACUSE	NY	13215	1				(315)472-4523
162205	162230	649994	DAIVSON'S GROCERY	1219 MILTON AVE.	SYRACUSE	NY	13204	1				(315)488-6025
162205	162230	651729	ADELPHIA CONV & DEL	215 S SALINA ST.	SYRACUSE	NY	13202	2				(315)472-3403
162205		656839	LANCASTER MARKET	1007 LANCASTER AV	SYRACUSE	NY	13210	1				(315)472-4661
162205	162237	680984	SABAS FOOD MKT	405 POND ST	SYRACUSE	NY	13208	2				(315)476-4164
162205	162231	681633	PIT STOP #2	RT. 11 & I 81	CORTLAND	NY	13045	1		1441-0000		(607)753-8007
162205	162230	719909	STOP N SHOP 2	315 S GEDDES ST	SYRACUSE	NY	13204	1				(315)474-3569
162205	162237	730136	EXTRA KLEEN FOOD	231 HAWLEY AVE	SYRACUSE	NY	13203	1				(315)424-9506
162205	162231	750564	DAILY GRIND	24 MAIN ST	CORTLAND	NY	13045	1				(315)758-7639
162205	162230	760323	CENTRAL VARIETY	302 S SALINA ST	SYRACUSE	NY	13202	2				(315)477-0176
162206	162236	173044	COLLAMER STOP & SHO	6542 COLLAMER RD	EAST SYRACUSE	NY	13057	2			967521	(315)463-4117
162206	162237	663804	HASKELL'S HESS MART	407 E GENESEE ST	FAYETTEVILLE	NY	13066	1				(315)637-4377
162605		269479	OVID BIG M #878	PO BOX 310	OVID	NY	14521	1		0958-0000		(607)869-3551
162605	162231	269481	MODERN MARKET	1 EAST CAYUGA STR	MORAVIA	NY	13118	1				(315)497-1911
162605		485415	DANIELLES	104A TEACHOUT RD	STERLING	NY	13156	1				(315)947-5770
162605		637160	HAPPY LANDING	STATE ROUTE 96	INTERLAKEN	NY	14847	1				(607)532-4640
162605	162620	917660	PIT STOP #3	8463 BAY ST	SODUS POINT	NY	14555	1		1441-0000		(315)483-8865
162605	162620	578794	DOLLAR&MORE STORE	2 W MAIN ST	SODUS	NY	14551	2		1149-0000		(315)483-0943
162605	162232	917648	PIT STOP #5	RT 414, MAIN STRE	NORTH ROSE	NY	14516	1		1441-0000		(315)587-4579
162605	162231	375975	PIT STOP #10	2080 E SHORE DR	LANSING	NY	14882	1		1441-0000		(607)533-7838
162605	162624	508328	PIT STOP #07	608 E UNION ST	NEWARK	NY	14513	1	NYS	1441-0000		(315)331-9575
162605	162231	269585	JOHNS GROCERY	41 AURORA ST	MORAVIA	NY	13118	1	NYS		976142	(315)497-0741
162605	162232	315614	PIT STOP #9	RT 38 AT RT 104	NORTH VICTORY	NY	13111	1	NYS	1441-0000		(315)564-7200

PAGE BREAK TOTAL ACCOUNTS 65 TOTAL QUANTITY 83

TEMPLATE TOTAL ACCOUNTS 65 TOTAL QUANTITY 83

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WHOLESALER PACKING INSTRUCTIONS

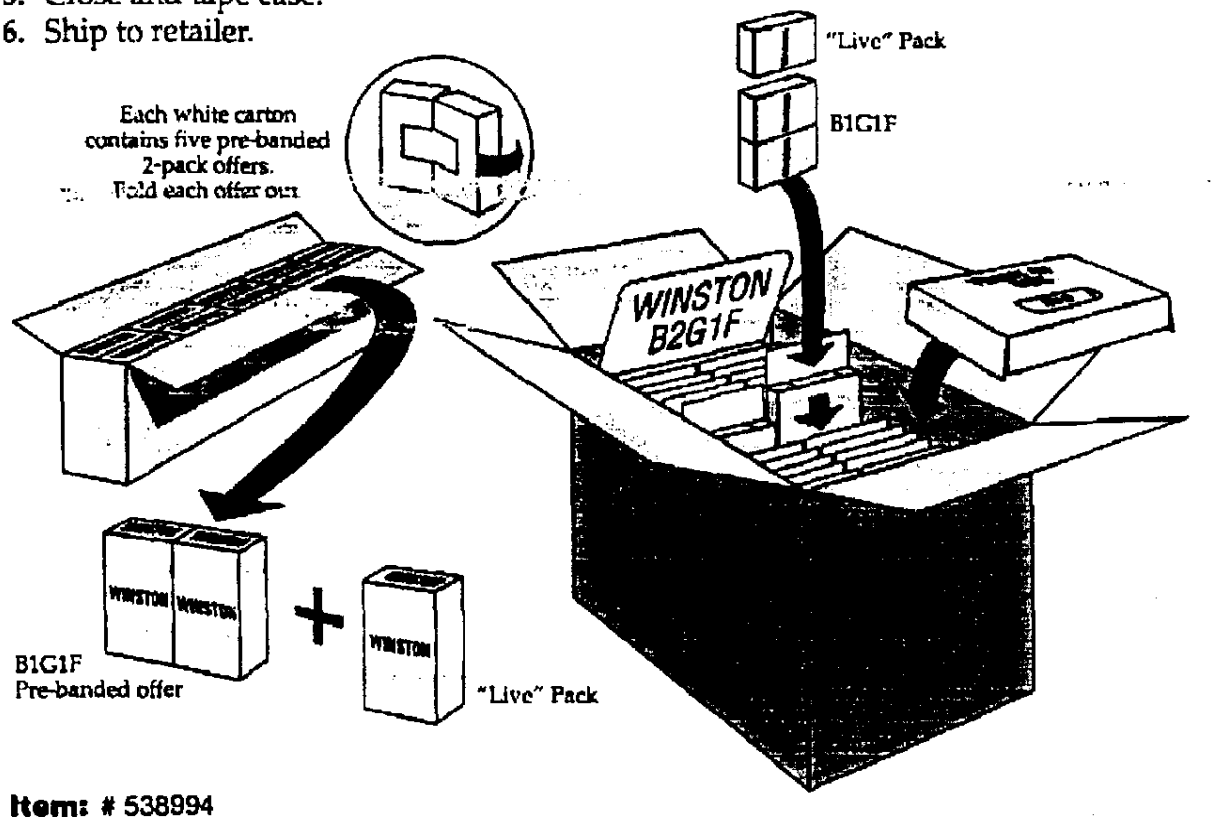
VALUE ADDED PROMOTIONS | **1ST QTR.'98**

March WINSTON B2G1F

(Buy 2 Packs Get 1 Free)

STEPS

1. Open WINSTON B2G1F shipping case. Remove red cardboard insert.
2. Place one B1G1F offer into each Winston style specific sleeve. **Promotional product is in white cartons, utilize 2 cartons Winston Lt. Box, 1 carton Winston FF Box and 1 carton Winston Ul. Lt. Box.**
3. Add one "live" Winston pack of same style to each offer.
4. Place red cardboard insert back into case. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item: # 538994
Promotion Reporting Description: WIN MAR B2G1F

Brand Style	LT BOX	FF BOX	ULT LT BOX			
Number of Cartons	2	1	1			

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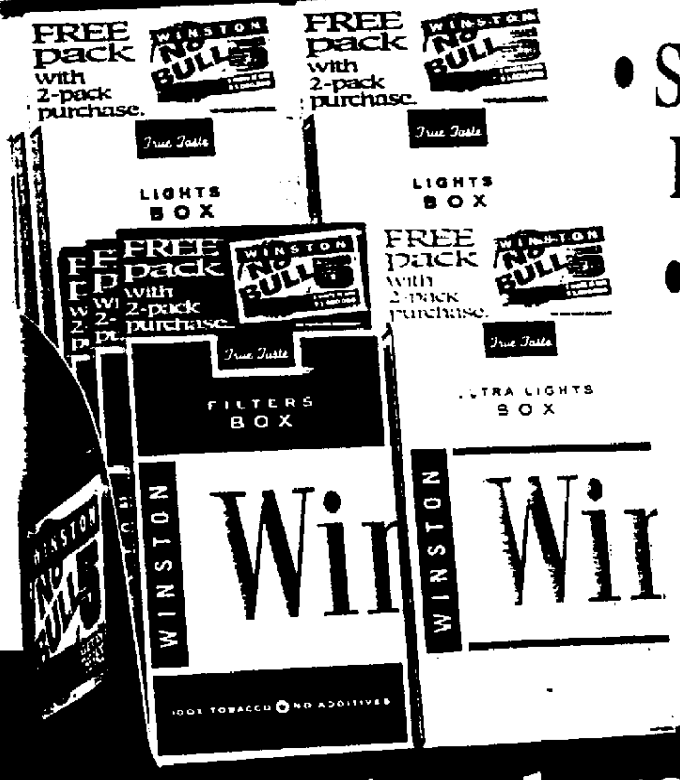
FREE pack with 2-pack purchase

Smoke this:

FREE pack with 2-pack purchase



- Kick off March with this offer: Buy 2 packs. Get one free.
- Special packaging in Full Flavor, Lights and Ultra Lights Box Styles.
- Dramatic counter display and poster.
- Another No Bull 5 way to build traffic.

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Winston

WINSTON NO BULL 5 DEAL

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